

## REMARKS

Reconsideration of the rejection of claim 12, its dependent claims and claims 19-21 on a combination that includes Brown is respectfully requested.

The office action relies on Brown as follows:

... Brown discloses a method for motivating users by providing users by delaying display of a complete viewer incentive image (Fig. 12A; 128) by enabling the complete image sections to be displayed without displaying the complete incentive image (paragraph 128), the extent of the incomplete image that is displayed in the form of said complete image sections being dependent on the time spent viewing the video content (paragraph 128). Brown is evidence that one of ordinary skill in the art would appreciate the ability to motivate users to pay more attention to content by providing positive feedback to users in the form of rewards encompassing pieces of an overall image to be earned.

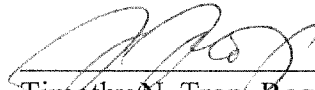
See office action at pages 7-8.

It is respectfully submitted that the description of Brown is inaccurate. It suggests that the puzzle pieces in Brown are progressively displayed. They are not. See Brown, paragraph 128. They are displayed at one time as a reward. The only thing that determines the number of puzzle pieces is how good a job the person did in answering the questions. The less stars the user has, the less puzzle pieces the user gets and, therefore, the easier it is to put together the puzzle. The more stars the user gets because the user had to be re-asked questions over and over, the more puzzle pieces that the user has to assemble. Thus, there is no progressive display of an image or display of portions of the image that are complete in and of themselves. To the contrary, the entire puzzle is displayed and the only thing that changes is the number of pieces, the number of pieces being determined by the number of stars.

Therefore, reconsideration is respectfully requested.

Respectfully submitted,

Date: January 7, 2010



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